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Arnaud Sales (Ed.)

# Corporate Social Responsibility and Corporate Change

Institutional and Organizational Perspectives

Series: Ethical Economy

- Shows how Corporate Social Responsibility has developed into a strong and rich institutional domain
- Expresses new institutional theories where institutions must be defined by goals and logic translated into referential and procedural repertoires created and implemented by active networks
- Centers on agent and institutional approaches from social sciences in interdisciplinary perspectives
- Bridges normative ideas and concrete practices within business ethics

This wide-ranging book examines the new dynamics of corporate social responsibility (CSR) and the impact they have had on the transformation of business corporations. Written by an international group of distinguished experts in management and organization studies, economics and sociology, the book leads one to theoretically and practically rethink CSR, a movement that has developed into a strong and rich institutional domain since the mid 1990s. Through 14 chapters, the book shows the complexity, diversity and progression of the institutional work performed by a large number of individual and organizational actors in specialized networks to develop this strategic field. Central to this book are: the core issues associated with the field of CSR; recent advances in the development, dissemination and implementation of public and private standards of social responsibility; the pressing challenges of developing sustainable strategies of value creation in the face of global warming and underdevelopment; and finally, examples of how CSR has been implemented and institutionalized within business organizations with special attention to the role played by a variety of social actors in organizational change.

Reviews:

“As Corporate Social Responsibility practices have diffused across major companies globally, they have also become more diverse, reflecting myriad global and local factors and influences. This volume of contributions from leading CSR scholars draws together contemporary insight from across the social sciences that examines how CSR has evolved, and where it is going in the future. This is an essential source for scholars interested in understanding CSR in its wider context, and for practitioners and policymakers keen to understand CSR practices in their historical, political and economic context.” (Stephen Brammer, Macquarie University, Sydney, Australia)

“This is an important book on the institutional foundations of corporate social responsibility (CSR) and provides important insights into the theoretical frameworks that elucidate the concept. The analysis balances an assessment of the leadership, strategic, organisation, institutional, legal and governmental aspects of corporate social responsibility in an informed and authoritative fashion. The book makes sense of the diverse and competing schools of thought emerging in corporate social responsibility, and offers thoughtful and productive synthesis and integration of these ideas. A detailed and clear categorisation is offered of the many inter-governmental, national, and professional standards and initiatives that have distinguished corporate social responsibility, and added impact to the drive for business change.” (Professor Thomas Clarke, University of Technology Sydney)

